

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1163 **TITLE:** DIRECTOR OF PUBLIC AFFAIRS **GRADE:** E-09

DEFINITION:

Under direction from the County Executive and subject to County policy, to plan, organize and administer a public affairs program for all County agencies, including ancillary agencies; and to do related work as required. This class serves as the designated spokesperson for the County in all matters.

DISTINGUISHING CHARACTERISTICS OF THE CLASS:

This class is exempt from the County's merit system under Article 4, Subsection 15.2-821 of the Code of Virginia and Section 3-1-2(b)(1) of the Merit System Ordinance.

ILLUSTRATIVE DUTIES:

Plans, develops, and directs, through a comprehensive analysis of the information function, a County-wide public information program;
Attends all meetings of the Board of Supervisors and advises the Board on County issues and policies;
Supervises the preparation of publications, articles, news releases, speeches, and other materials regarding County services and activities;
Oversees the content of the county's external and internal Web sites including social networking sites.
Coordinates distribution of news releases and provision of answers to media inquiries by all County agencies;
Chairs County Employee Communication Board;
Coordinates all County emergency communication efforts according to the County's emergency operations plan,
Provides policy direction, coordination, and technical assistance to County agencies for their public affairs efforts;
Establishes and operates a centralized public response system to handle public inquiries and complaints;
Provides liaison with metropolitan news media, public groups, the school administration, employee groups, and nearby communities concerning County activities;
Participates in selected civic affairs on behalf of the County Executive;
Assists the County Executive in developing an internal communications program;
Supervises the division's technical services such as editing, photography and composition.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Extensive working knowledge of the principles and methods of public affairs work;
Understanding of the functioning and problems of local government;
Personal poise and speaking ability;
Knowledge of the characteristics, uses and requirements of various media;
Knowledge of varied reproduction processes;

CLASS CODE: 1163

TITLE: DIRECTOR OF PUBLIC AFFAIRS

GRADE: E-09

Page 2

Ability to write clear, concise and effective informational material and skill in editing written material;

Ability to establish and maintain an effective relationship with the public, the press, County officials and employees;

Ability to supervise subordinate personnel.

EMPLOYMENT STANDARDS:

Graduation from college in journalism or a related field and seven years of progressively responsible experience in public affairs work, including a minimum of two years of responsible supervisory experience in a large government agency.

REVISED:

August 3, 2009

EXEMPT CODE CHANGE:

June 2009

0762O